

RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / RCU 1810
PROMOTIONAL COORDINATOR
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4169803

JULY, 98

DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED')

TO:	RJR ACCOUNT #: #781406	CO:	J. MCLEAN
	MIC H BUDER KLEIN CANDY	CO:	L. REDHEAD
FAX #:	(717) 823-9670		

PARTNER'S PROMOTION REPORTING: **DOR SEPT JACKPOT** (MINIMUM 16 CHARACTERS)

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNER'S HELP DESK @ 1-800-230-9732.

UPE CASE 12300-	CASE SIZE	STATE USE	BRAND/STYLE	NUMBER OF CASES	#/CARTONS TO PACK (0 DISPLAY	#/SKUs (0545462) DISPLAYS / PREMIUMS
28487	6M		DORAL LT 100	18	1 (ONE CTN)	540
28489	6M		DORAL MEN LT 100	18	1 (ONE CTN)	
28488	6M		DORAL 100	18	1 (ONE CTN)	
28470	6M		DORAL ULT LT 100	18	1 (ONE CTN)	

→ PRODUCT PO # ~~1250~~ 16381

DISPLAYS / PREMIUMS PO # N/A

DESCRIPTION	
8/17/98	PRODUCT ARRIVAL DATE
8/31/98	RETAIL DISTRIBUTION DATE (WEEK OF)
\$24,203.84	EFT \$ AMOUNT
4 CTNS	RETAIL BILLING PER DISPLAY
528	NO. OF DISPLAYS ON CUSTOMER LIST
\$1,008.00	PACKING PAYMENT (\$14.00 x 72 (6M) PROMOTED CASES)

DESCRIPTION	
8/17/98	DISPLAYS / PREMIUM ARRIVAL DATE
545462	ITEM NUMBER
1.3500	SKU CUBE
2.2600	SKU WT (W/OUT PRODUCT)
40 OFFERS	NO. RETAIL OFFERS PER DISPLAY
14	NUMBER OF EXTRA DISPLAYS

PROMOTION DESCRIPTION:

SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.

(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).

SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

CONSUMER RECEIVES COUPON FOR .40¢ OFF 2-PACKS ON NEXT PURCHASE.

DISPLAY LOAD:

PLACE TEN (10) PRE-SLEEVED PACKS OF SAME BRAND INTO EACH COLUMN.

PARTNER'S PROGRAM REQUIREMENTS:

- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: 8/31/98.
 - PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
 - PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE / DISC SUBMISSIONS.
 - RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.
- JACKPOT.DOC